

Gabriela Shirkey

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- Objective** Obtain a position promoting human relationships to natural resource conservation
- Education** **Michigan Technological University** **Graduation Date: December 2013**
B.S. Scientific and Technical Communications **GPA: 3.33 | 4.0**
Spanish Minor
- Computer Skills** Adobe Suite (Illustrator, InDesign, and Photoshop), HTML, some CSS, Hootsuite, Mail Chimp and Sprout Social.
- Work Experience** **Marketing and Sales Intern** **Jun. 2014 - Present**
ESTECO North America **Novi, MI**
- Collaborate on new communication materials for ESTECO N.A., a parametric optimization software developer, with company headquarters in Trieste, Italy
 - Manage social media and email campaigns via Twitter, Mail Chimp, Hootsuite, Facebook and LinkedIn and design print materials for an international audience
- Freelance Communications and Social Media Management** **Dec. 2013 – Present**
Directed by Segue Media, LLC.
- Meet client requests for graphic design materials, social media management and website updates for nonprofits in economic development and humanitarian efforts
 - Develop bi-monthly newsletters, manage social media and website updates through Hootsuite, Sprout Social, Wordpress and some Google Analytics
- Volunteer Experience** **Huron River Watershed Council** **Jan. 2014 - Present**
Outreach and Communications Volunteer **Ann Arbor, MI**
- Organized promotional events and materials to educate community members and students on water quality and the Huron River Watershed
 - Assisted in the preparation of “Waterfront Wisdom” flyer and web pages which detailed proactive tips for waterfront home owners
- Huron River Data Collection*
- Led group of four undergraduates in monitoring water quality of the Huron River
 - Collected conductivity, stream speed and depth measurements for analysis
- River Quality Educator*
- Presented workshops for students in grade school on river quality evaluation
 - Taught collection and identification of Benthic Macro Invertebrates
- Research Experience** **Private Land Management and Voluntary Incentives** **May 2013 – Mar. 2014**
Undergraduate Research Assistant supervised by Prof. Audrey Mayer, Prof. Mark Rouleau and Prof. Richelle Winkler
- Investigated the role social influence plays in land management of small, private forest owners in the Upper Peninsula of Michigan
 - Conducted stakeholder interviews and qualitative analysis to discover social norms and themes of influence to predict success of land management policies
 - Research manuscript was submitted for publication